

Odin Mobile Announces the First Mobile Service Dedicated to the Blind and Persons with Low Vision

WASHINGTON DC – June 4, 2013 - Odin Mobile, a mobile virtual network operator (MVNO) on the T-Mobile network, today announced the country's first mobile service designed for the sole purpose of improving wireless accessibility for the visually impaired.

Beginning in July, Odin Mobile will offer comprehensive cell phone service for the visually impaired, including innovative accessible handsets, rate plans for every budget, as well as a unique customer service experience designed to address the needs of its customers. This unique experience will include sending user guides to each of its customers via email in Word and HTML formats and providing customer support that is expert in the accessibility features of its phones.

“Everyone should be able to experience all of the wonderful things that go along with mobile technology, and we're thrilled to see Odin Mobile stepping up in this way to help make sure that they can,” said Doug Chartier, senior vice president of MVNO, partner brands and national accounts for T-Mobile US, Inc.

Odin Mobile will offer a range of accessible handsets, including the RAY, an innovative mobile device developed by Project RAY Ltd, featuring a unique user interface built from the ground up for eye-free operation. This unique device offers users a range of capabilities, such as calling and SMS, contact list services, calendar, GPS, advanced WEB remote assistance, voice recorder, emergency services and more. In addition, the RAY is a fantastic device for accessing audio books, newspapers and magazines with one single user interface across all services and applications for unprecedented simplicity and ease of use.

“The RAY is an amazing device that fills an important need in the blind community. It offers the visually impaired the benefits of a smart device through a unique user interface that makes it easy to use by the tech savvy and reluctant adopters of advanced technology alike” said Robert Felgar, general manager of Odin Mobile. “We are extremely excited to collaborate with project RAY to improve the lives of the visually impaired.”

Odin Mobile will also offer great mobile phones for those persons who are visually impaired and simply want to make calls and text message. These mobile phones, manufactured by Emporia, will be extremely easy to use and have numerous accessibility features, including buttons and functions that “speak” and a high contrast display.

To further improve the lives of its customers, Odin Mobile will donate two percent of its voice and text revenue to organizations dedicated to serving the needs of the visually impaired.

For additional information about Odin Mobile, please visit www.odinmobile.com.

Robert Felgar, General Manager
Odin Mobile
301-363-4306
rfelgar@prepaidwirelessgroup.com

About Odin Mobile

Based in Rockville, Maryland, Odin Mobile is a T-Mobile MVNO focused on providing unparalleled mobile service to the visually impaired. Every aspect of its innovative service is designed to make it easier for the visually impaired to take full advantage of mobile technology. Its mission is to narrow the gap between the extent to which the visually impaired and general populations use mobile services. For more information, please visit www.odinmobile.com.

About Project RAY

Project RAY Ltd. develops and markets breakthrough accessibility solutions for the blind and visually impaired. The flagship product, the RAY smartphone, is an integrated mobile device developed especially for eye-free usage. RAY leverages cutting edge mobile technologies to afford all blind and visually impaired people the lifestyle improvements we all take for granted in today's smartphone world: greater independence, spontaneity and mobile accessibility to services we use daily. For more information, please visit www.project-ray.com.